



## Strategic Plan

This planning model is meant to be dynamic. It should be reviewed regularly and updated as appropriate. It can be adapted to an overall business plan or function specific plans.

## Basic Outline

- Situation Analysis
- Audiences
- Key Messages

The perceptions you want a specific audience to take away from a communication with your organization.

### **The most effective key messages are:**

- Brief, straightforward and avoid jargon and abbreviations
- Tailored to the individual or group by priority.
- Contain a memorable concept or thought.

### **Foundation of messages:**

- Three to five core messages that present an organization's distinctive benefits.
- Core messages are focused outward—what's in it for your audience.

- Objectives, strategies & tactics
  - Objectives – defined as “Where do we want to be and by when?” (ideally, no more than 5)
  - Strategies – defined as “How do we get there?”
  - Tactics – defined as “What do we have to do to get there?”
- Timeline

### Objectives, Strategies and Tactics

**Business Objective:** SMART – Simple, Measurable, Actionable, Realistic, Time-bound

**Strategy:**

Tactic	Audience	Measurement	Owner/Leader	Timing	Budget	Status

#### Timeline

Tactic	Month											

### Sample Objectives and Strategies

**Objective One:** By FY 2022 achieve operational excellence by becoming the most reliable, efficient, low-cost, productive operation as validated by third-party industry rankings.

**Strategy:** Improve the technological infrastructure and capabilities within all divisions of the company.

**Tactic:**

Migrate all operational functions to the Cloud.

Conduct online training for all employees.

**Objective Two:** Increase sustainability in the communities we serve by increasing contributions to 5 percent of net profits from 3 percent in the current year.

**Strategy:** Expand community outreach through increased participation in key community partnerships.

**Tactic:**

Identify greatest gaps in human services disparities.

Establish at least 5 new partnerships.

Place at least 6 leaders on community boards or key committees.